



Immediate News Release
January 5, 2016
Winnipeg, Manitoba

Verus Animal Nutrition Inc. and Pro-Ag Products Ltd.

Verus Animal Nutrition Inc. and Pro-Ag Products Ltd., two leading Canadian feed ingredient and feed additive suppliers, are pleased to announce that they have merged the companies together to create a stronger strategic marketing and distribution alliance for the Canadian Livestock and Poultry markets.

“Together, the companies offer one of the most comprehensive product and support service offerings to the Canadian feed industry” said Andy Humphreys, President Verus Animal Nutrition Inc. “With enhanced technical support, our companies are able to offer a broader range of products and improved technologies that will benefit our customers.”

“By aligning our collective resources and remaining focused on the success of our customers, both Verus Animal Nutrition Inc. and Pro-Ag Products Ltd. will build on their synergies to provide an enhanced value proposition to our customers” said Doug Beckie, President of Pro-Ag Products Ltd.

Rhett Arnason, said “With the animal nutrition and livestock industries’ continued consolidation, it is timely for both companies to come together. The partners have had a long and successful history of working together in the past, share similar core values, and are looking forward to once again be aligned to support our customers.”

This merger underscores our commitment to the industry, to our supply partners and most importantly our valued customers. Both Pro-Ag Products Ltd and Verus Animal Nutrition Inc. will continue to be owner-managed companies and will operate as independent brands.

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